

PREDICTED TOUR DE FRANCE TV AUDIENCES 2014 (FLANDERS)

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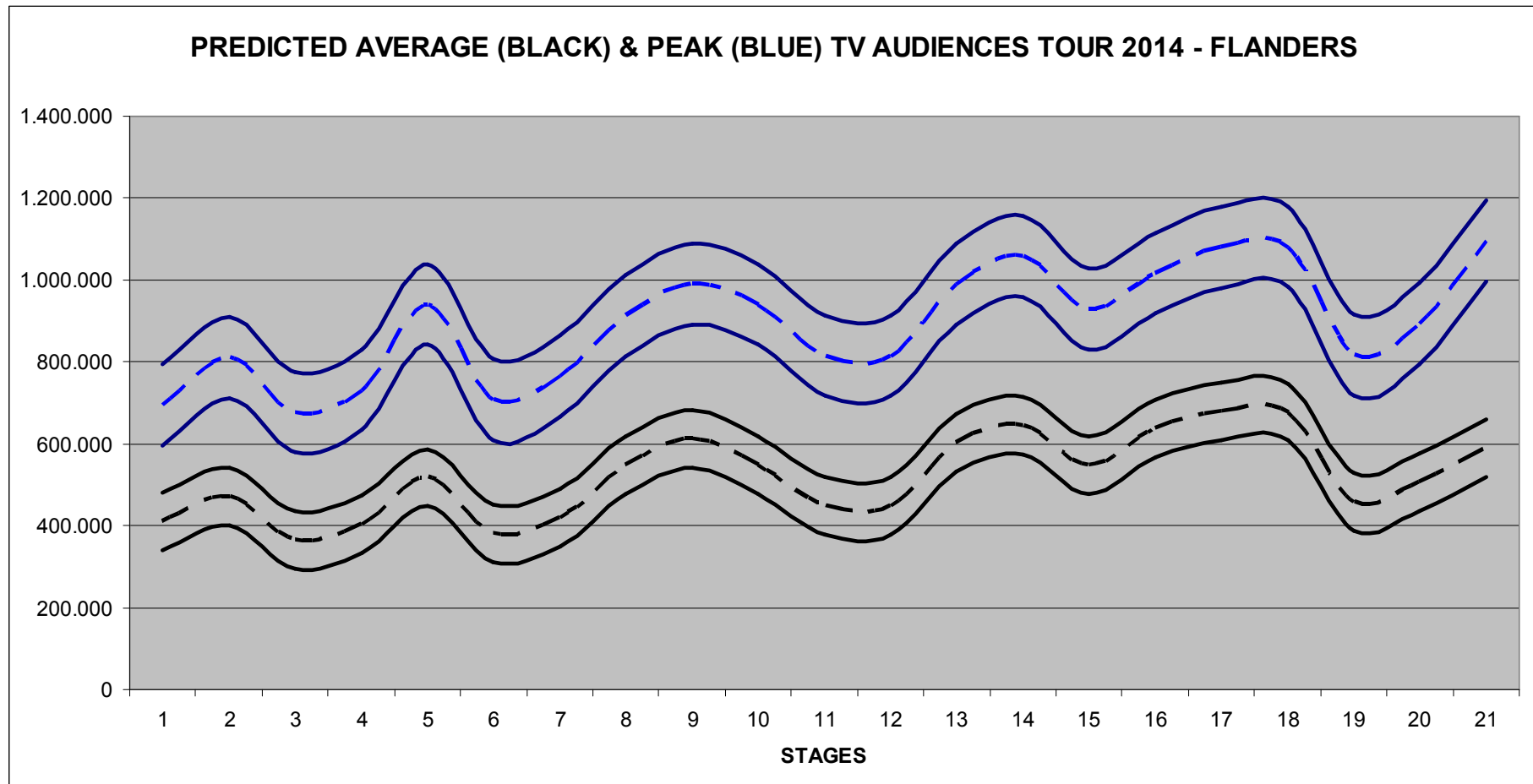
PREDICTED TOUR DE FRANCE TV AUDIENCES 2014 (FLANDERS)

- An average tv audience of **520.000** viewers and a peak audience of **893.000** viewers for the 2014 Tour de France in Flanders (VRT) is predicted. This is an increase of 10 to 15% compared to 2013, but still far below the 2011 record tv audience of 590.000 viewers.
- The rise in expected tv audience is due to:
 - the stage profile, such as the fact there is only one time trial instead of three last year (time trials are unpopular with flemish tv audiences), the Tour de France coming to Belgium and the scheduling of many attractive mountain stages on weekdays
 - the expected bad weather in Belgium for the first week of the Tour de France (bad weather increases tv viewing importantly)
- The final tv audiences will also depend on unpredictable elements like:
 - Weather conditions in Belgium during the final two weeks of the Tour
 - A Belgian participant doing particularly well (patriotism impact)

PREDICTION PER STAGE

			average	peak
1	Sa 5 / 7	Leeds (Eng) – Harrogate (Eng)	410.265	694.812
2	Su 6 / 7	York (Eng) – Sheffield (Eng)	471.639	811.262
3	Mo 7 / 7	Cambridge (Eng)- Londen (Eng)	363.987	677.309
4	Tu 8 / 7	Le Touquet-Paris-Plage - Lille	403.543	731.846
5	We 9 / 7	Ieper (Bel) - Arenberg/Porte du Hainaut	517.468	940.154
6	Th 10 / 7	Arras – Reims	379.946	708.361
7	Fr 11 / 7	Epernay – Nancy	419.790	764.820
8	Sa 12 / 7	Tomblaine – Gérardmer/La Mauseleine	548.227	912.920
9	Su 13 / 7	Gérardmer – Mulhouse	610.694	988.997
10	Mo 14 / 7	Mulhouse – La Planche des Belles Filles	546.728	940.135
11	We 16 / 7	Besançon – Oyonnax	448.794	815.224
12	Th 17 / 7	Bourg-en-Bresse – Saint-Etienne	448.794	815.224
13	Fr 18 / 7	Saint-Etienne – Chamrousse	603.295	990.544
14	Sa 19 / 7	Grenoble – Risoul	643.650	1.057.464
15	Su 20 / 7	Tallard – Nîmes	547.740	929.413
16	Tu 22 / 7	Carcassonne – Bagnères-de-Luchon	638.283	1.017.096
17	We 23 / 7	Saint-Gaudens – Pla d'Adet	679.330	1.080.316
18	Th 24 / 7	Pau – Hautacam	677.510	1.080.949
19	Fr 25 / 7	Maubourguet – Bergerac	459.403	818.233
20	Sa 26 / 7	Bergerac – Périgueux	507.104	892.679
21	Su 27 / 7	Evry – Parijs/Champs-Élysées	590.951	1.094.728
Average over all stages			519.864	893.452

PREDICTION PER STAGE

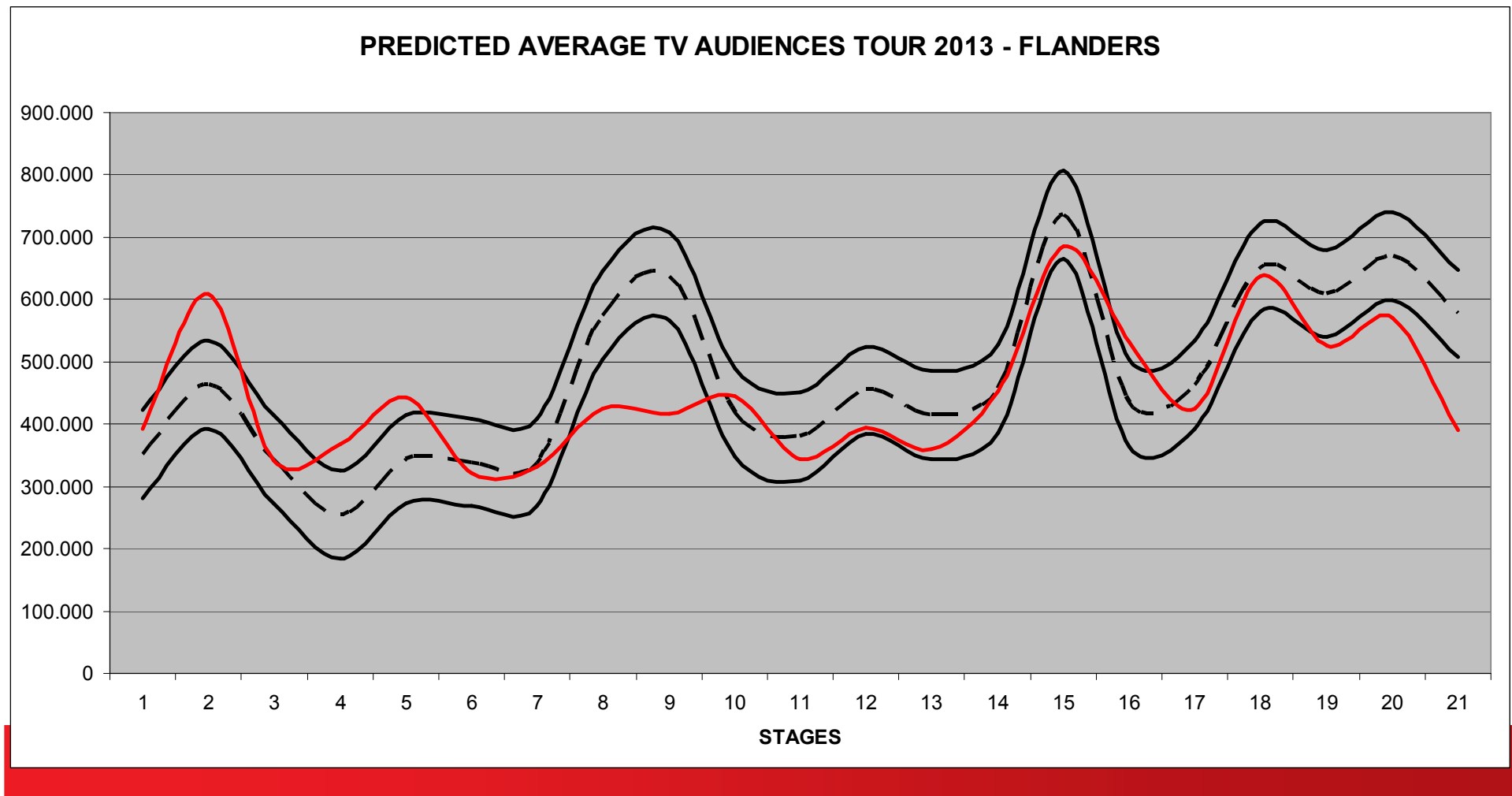


- Average (black dotted line): prediction of 520.000 viewers averaged over all stages (black borders refers to 95% confidence interval)

- Peak audience (blue dotted line): prediction of 893.500 viewers averaged over all stages (blue borders refer to 95% confidence interval)

EVALUATION OF THE 2013 PREDICTION

Average viewing (red line): 448,000 average per stage versus 472,000 predicted by the model (dashed line) → 5% overestimation



EVALUATION OF THE 2012 PREDICTION

Average viewing (red line): 522,000 average per stage versus 524,000 predicted by the model (lower dashed line) → 1% overestimation

Peak viewing (blue line): 846,000 average per stage versus 850,000 predicted by the model (upper dashed line) → 1% overestimation

